

# **Expanding Access to Consumer Health Electronic Resources in Iowa City and Rural Johnson County, Iowa**

## **Quarterly Report September – October 2001**

### **Iowa City Public Library**

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## **Progress Report: Project Objectives**

- **Build on the objectives of the Health Info Iowa project ([www.healthinfoiowa.org](http://www.healthinfoiowa.org)) to deliver effective consumer health information services and resources to the local community.**

Project team members have met consistently during the first two months of the project. Goals were established and information was shared regarding local resources available. The timeline was updated to reflect the project's new starting date. Training needs for ICPL staff were identified and staff were trained as needed. Project promotion activities began and ICPL staff were informed of project objectives.

- **Create special pages and links on ICPL's Web page that assist patrons to easily access peer-reviewed resources. An emphasis will be placed on**
  - ✓ **MEDLINEPlus**
  - ✓ **clinicaltrials.gov**
  - ✓ **Iowa Consumer Health Information Project Web resources**
  - ✓ **Iowa City Public Library electronic resources**

The web pages have been created and Maeve Clark is working with ICPL Systems Department and Webmaster to add the pages to ICPL's website. This also triggered need to evaluate ICPL's Science and Medicine web page and work on this project has begun.

- **Offer consumer health training classes in ICPL's computer classroom.**

Information Librarians that did not receive training previously from Ron Kenagy, State Library of Iowa, received training at either the Iowa Library Association meeting or through direct training at the Iowa City Public Library. In addition, curriculum was written for a Web Health Class for the public and ICPL staff were recruited to serve as mock patrons to assure the curriculum was appropriate for a general audience. Press releases were issued to announce the Web Health class.

- **Sponsor two educational programs related to health promotion.**

The group met and brainstormed about health promotion programs. Jeanette Carter planned to contact Geri Hall, a gerontology nurse practitioner at the University of Iowa to plan one educational program for the spring. Kara Logsdon initiated contact with staff from the Iowa City Community School District and a meeting was set. The School District was asked to identify a health issue that was prevalent in the teen population that would also be a good topic for a health promotion educational program.

- **Offer Internet accessible computers and training for one retirement residence, one community residential facility, one senior center, and two community neighborhood centers that receive outreach services from ICPL.**

Todd Brown set appointments with all community site staff to discuss the project, expectations for involvement in the project, and determine specific equipment and ISP needs. Equipment needed was identified and Project staff met with ICPL systems department to initiate the order.

Todd Brown met with Senior Center staff and volunteers to identify Mac-based equipment to purchase for the Senior Center. Todd investigated vendors to determine where Mac equipment should be ordered.

**Promote the project to the community.**

Kara Logsden and Jeanette Carter appeared on the Dottie Ray show (a local radio, community events program) in October to discuss the project. Press releases were issued regarding the Web classes and plans were made for a display in the Iowa City Public Library lobby promoting Web health resources.

The Iowa City Public Library contracted with Mediacom to provide paid 30-second advertisements on Iowa City cable television channels. Iowa City Public Library staff produce the commercials and incorporated health information as a sub-theme of the second commercial. The commercials began playing in October and will continue through February or March. Copies of the commercial will be sent in RealAudio and QuickTime versions so you can see the ads.

**Progress Report: Elements of the Project**

**1. Establish links through the Library's Web page for easy access to consumer health information resources.**

Links have been prepared and will be added to ICPL's website in December.

**2. Identify core consumer health books for outreach sites.**

Medical dictionaries and medical encyclopedias were reviewed and selected titles were ordered. Stickers will be added to the books to identify that they were purchased with project funds.

**3. Train ICPL information services librarians to provide consumer health information services.**

Complete

**4. Order and install 5 computers at outreach collection sites.**

Computers will be ordered and installed in December.

**5. Create training curriculum for in-house and outreach site training. Staff will create the training curriculum and test it using ICPL staff. In addition to training, regular "office hours" will be staffed at the outreach sites so individuals can drop in for personalized service.**

Complete – included in report.

**6. Create survey instruments to collect data.**

Complete – included in report.

**7. Create a television program for The Library Channel to promote the project.**

In progress.

**8. Create an advertising campaign for local media to promote the project.**

In progress – elements were incorporated into ICPL paid advertising.

**9. Create an ICPL display to promote the project**

In progress.

**10. Create a display for the Iowa City Area Chamber of Commerce Business Fair and Johnson County, Fair.**

Summer '02

**11. Plan a program related to a consumer health information topic for the public to be held in Meeting Room A, cablecast live on The Library Channel, and videotaped for re-cablecast.**

Planning is in progress.

**12. Plan a half-day workshop for all staff at ICPL outreach collections regarding accessing consumer health information resources and other ICPL resources.**

'02

**13. At the conclusion of the project, analyze data and report project outcomes and results.**

'03

**PROBLEMS ENCOUNTERED AND SUGGESTIONS FOR PROJECT MODIFICATION**

At this time we do not propose any major modifications except for an update of the timeline based on more realistic timeframes for completing work.

The major problem encountered was not being sure of the contract process and requirements specifically related to billing for work completed and needed information for quarterly reporting. Typically public libraries do not have extramural program departments nor grant accounting offices and are not familiar with the specifics related to government contracts. We are learning and have received good support from the Greater Midwest Region office. This is something important to keep in mind as public libraries are encouraged to apply for sub-contracts. From my experience we are very qualified to do the work; however, we need more guidance to navigate the system because this is not a typical part of our operations.

**Iowa City Public Library**  
**Consumer Health Information Training Session Survey**

Please help measure the effectiveness of the training provided by answering the following questions:

Name \_\_\_\_\_ Occupation \_\_\_\_\_

If retired, what was your occupation? \_\_\_\_\_

We would like to follow-up with you in one month to ask if what you learned has been useful. We will ask the same questions that are asked below. If you are willing to be contacted, please indicate how you want to be contacted and provide the appropriate information.



☐ By mail – Address, City, State, Zip \_\_\_\_\_

☐ By Telephone - Telephone number \_\_\_\_\_

☐ By E-mail - Email address \_\_\_\_\_

*Please answer the following questions:*

1. I have used the Internet to search for health information in the past:

\_\_\_\_\_ Never  
\_\_\_\_\_ Sometimes  
\_\_\_\_\_ Frequently  
\_\_\_\_\_ Other

2. If you have used the Internet, are there special health web sites that you have searched? Can you name them or tell us how you found the sites?

3. I usually find health information by

\_\_\_\_\_ asking a friend, neighbor, co-worker  
\_\_\_\_\_ asking a family member  
\_\_\_\_\_ doing research at the Library  
\_\_\_\_\_ checking out books from the Library or using books from other sources  
\_\_\_\_\_ using the Internet  
\_\_\_\_\_ asking my doctor, nurse, dentist or other health professional  
\_\_\_\_\_ other

4. Do you have Internet access where you live? YES NO

If not, where do you use the Internet? \_\_\_\_\_

## **Web Health Class**

### **Iowa City Public Library**

#### **WELCOME**

- ✓ Welcome to the class.
- ✓ Introduce yourself
- ✓ Explain they are always welcome to call or visit the Library's Information Desk if they have further questions or need assistance.
- ✓ Hand out survey
- ✓ Explain that we would like to follow-up. We'll only ask questions on the survey.
- ✓ Ask attendee to fill in contact information.

#### **INTRODUCTION**

##### **I. Be careful out there**

- Information found on the World Wide Web may be educational, but it should never be a substitute for medical advice from trained medical professionals.
- The best source of health information is your personal healthcare provider.
- Your healthcare providers know you, your medical history and your medications.
- However, carefully selected health information from the Web may help you better understand a condition or treatment as well as ask more informed questions.
  
- The information provided in this class and on the Iowa City Public Library's website as an educational resource only.
- It is not intended to provide medical advice.
- ICPL does not endorse and is not responsible for information found at the sites presented today or the sites linked from our website.

##### **II. Evaluating Websites**

- The quality of health information found on the Web varies greatly.
- There are authoritative websites with information based on medical evidence.
- There are well-intentioned websites with information based on their opinions or experiences.
- There are also ill intentioned websites with lies and exaggerations used to sell products.
  
- One way to tell about the quality of a health information website is the HON Code of Conduct.
- A few important things to keep in mind are:
  - ✓ Who created this web page and what are their credentials
  - ✓ Any sponsorship, advertising, funding or other potential conflicts of interest should be stated
  - ✓ Sources that can be validated should be provided for all information
  - ✓ Each item or page should have the date it was added or updated so you can tell how current the information is
  - ✓ Sites that market services or products have different purposes than primary content providers

- ✓ Use your common sense

## LOCATING HEALTH INFORMATION ON THE WEB

### I. Recommended websites.

- A. HealthInfoIowa: No actual health information - only links to sites that contain health information.
  - 1. General Resources: All of the sites listed adhere to the HON(Health On the Net) code. The HON website is listed on the handouts
  - 2. Iowa Resources: This is intended to be a database of all Iowa health resources available on the web.
  - 3. Links for Students are on the main page. If you click on **Tutorials** then scroll all the way to the bottom there are links for Seniors, Parents and other groups in PDF format.
- B. MEDLINEplus([www.medlineplus.org](http://www.medlineplus.org))
  - 1. Health Topics: Kidney Stones. Click on **Health Topics** to begin browsing. There is a list of topics to choose from or you can click on the letter that your topic begins with. Choose the letter **K**, and then **Kidney Stones** from the list. You now are taken to a list of categorized links. The buff colored box on the left are links to categories on the page. Also on the left is a pink box with a link that performs a predefined search on Medline. Some people may find Medline informative but it is geared toward medical professionals.
  - 2. Drug Information: Albuterol. This page allows you to browse names of drugs. Click on **A-Am** and you are presented with a long list of drug names. When we find Albuterol it says, "see **Bronchodilators, Adrenergic (Inhalation)**". Click on the link. Scrolling down far enough we see that this one of many names for this medication. The links in the buff rectangle take you to that area of this page.
  - 3. Dictionaries: Short definitions of terms found on other sites or in information provided by your healthcare professional.
  - 4. Directories
    - a. **AMA Physician Select** ([www.ama-assn.org/aps/amahg.htm](http://www.ama-assn.org/aps/amahg.htm)): Allows you to find information about a specific physician or locate physicians based on geography and medical specialty. Not all physicians are listed and not always in the category you think they should be in. Click on the link and a new window will pop up. Click on **search for a physician** link, and **Accept**. We now are given a choice to search by name or specialty. Choose **Medical Specialty**. Select Iowa and enter Iowa City, and choose a specialty, then click the search button. Pick one of the names from the list to see what type of information is given for each individual. Remember the name. Close the window.

- b. **DocFinder** ([www.docboard.org](http://www.docboard.org)): State Medical Boards for finding information about a physician including disciplinary action. Click on the link and a new window will pop up. Follow the link for **Iowa**. On the left side of the screen click on the **DocFinder** link. Now type in the name of the physician you looked up at AMA Physician Select and click on the **Start Query** button. At the end of information about the physician it will tell you if there has been any board action against this individual. Briefly mention other links on the left side
  - c. **American Hospital Directory**: Click on the link and a new window will pop up. Click on **Free Services**. Search "university" in Iowa and you get no hits. Search "univ" in Iowa and UIHC shows up. Click on hospital name and you are given two choices of profiles to view. AHA data very little, HCFA data is more extensive.
5. Other resources: Mention what is available from this page.
  6. Searching: Kidney Stones. Every page has a search box near the top left corner. Type in "kidney stones" and click on the word "Go". How many results? These are from all areas of MEDLINEplus. Try the **advanced search** and change the "Content area" from "All MEDLINEplus" to "MEDLINEplus Health Topics and News". How many hits? Choose **Kidney stones** and we are back at the list of categorized links.
- C. Clinical Trials ([www.clinicaltrials.gov](http://www.clinicaltrials.gov)): Provides current information about clinical research studies, which determine whether new drugs or treatments are both safe and effective.
1. **Understanding Clinical Trials** section answers a lot of commonly asked questions about clinical trials. This is a good place to start.
  2. Browse condition and General Search. Browsing and searching will give different results. Browsing can be done either alphabetically or by disease heading.
  3. Focused Search: This can be used to find studies done in a certain location, on a certain age range, or in a certain phase of trials. Searching "macular degeneration" as disease will give eight results. Searching "macular degeneration" and "University of Iowa" as location will give you one result. Location in this case can be either University of Iowa or Iowa City. Once you are at the list of trials you can click on one to see the purpose, eligibility requirements, location and contact information.
- D. ICPL Page
1. Links to information about classes and programs.
  2. Links to the above websites
  3. Links for young adults
  4. Link to Science and Medicine page